

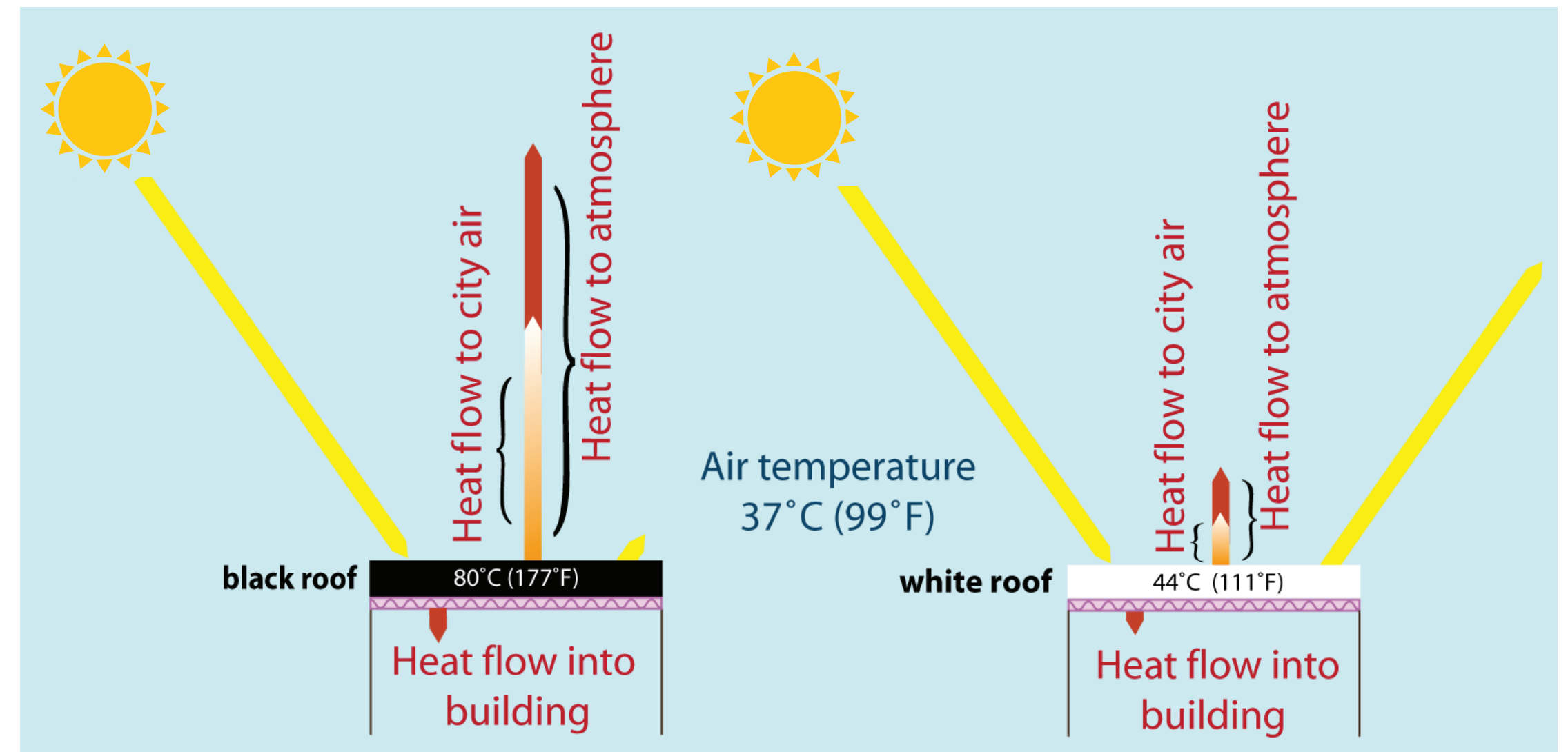
CONSERVING ENERGY

Through cool roofs

White roofs, or “cool roofs”

Cool roofs offer both immediate & long-term benefits including:

- Reduced building heat-gain
- Savings of up to 15% on annual air-conditioning energy use
- Extended service life of roofs
- Improved energy efficiency of roofs
- Improved thermal comfort
- Help in mitigating the urban heat island effect
- Reduced air pollution and greenhouse gas emissions, as well as a significant offsetting of the warming impact of greenhouse gas emissions



In this example, the black roof gains over 75°F over a day whereas a white roof gains only 12°F. Despite this, over 90% of the roofs in the US are still black.